

## Message Text

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62

ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W

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R 290100Z JAN 76 CORRECTED COPY FOR MCN

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 6442

INFO AMCONSUL NAHA

AMCONSUL FUKUOKA

AMCONSUL OSAKA KOBE

AMCONSUL SAPPORO

UNCLAS TOKYO 1295

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: COUNTRY COMMERCIAL PROGRAM-FY 1976 SECOND QUARTERLY  
REPORT (OCTOBER-DECEMBER 1975)

REF: TOKYO 15187, STATE 14962

1. THIS MESSAGE CONTAINS THE EMBASSY'S SECOND QUARTER FY 1976  
CCP PROGRESS REPORT.

2. TRADE PROMOTIONS: USTC HELD TWO REGULAR EXHIBITIONS  
(ADVANCED MEDICAL EQUIPMENT; MICROWAVE COMPONENTS AND  
INSTRUMENTS), AND 12 BSPPS. CONGEN OSAKA STATED 17 AMDO  
PROMOTIONS.

3. TRADE OPPORTUNITIES: EMBASSY SUBMITTED 41 TO'S, 35 OF  
WHICH WERE CAMPAIGN-ORIENTED. CONGEN OSAKA DEVELOPED 325  
TO'S, 280 OF WHICH WERE CAMPAIGN-ORIENTED NAHA SUBMITTED 25  
TO'S, ALL CAMPAIGNS. RE STATE REF, SEE TOKYO REF (PARA 5).  
OSAKA'S TO'S DEVELOPED DURING FIRST QUARTER NOT RPT NOT  
INCLUDED WITHIN CAMPAIGNS.

4. FOREIGN BUYER PROGRAM (FBP); EMBASSY HELD FBP  
WORKSHOP IN USTC LOUNGE, INCLUDING SHOWING COMMERCE  
FILM, WAS ATTENDED BY FSO'S AND FSL'S FROM TOKYO AND  
CONSTITUTENT POSTS. EMBASSY PRINTED JAPANESE LANGUAGE  
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INFORMATION SHEET ON FBP FOR DISTRIBUTION TO POTENTIAL

FBP ORGANIZERS. BY END OF DECEMBER, EMBASSY AND CONSTITUTENT POSTS WORKING WITH 11 FIRMS AND 9 POTENTIAL FOREIGN BUYER GROUPS (FBG) INTERESTED IN VISITING US SHOWS DURING 1976.

5. TWO CONTRACTED MARKET STUDIES EVALUATED, SOLICITED BIDS FOR ANNUAL TC RESEARCH CONTRACT, AND DEVELOPED PLAN FOR ANNUAL SUBSCRIPTION FOR 12 MARKET BRIEFS ON INDUSTRIAL AND CONSUMER PRODUCTS. (TOKYO 13570)

6. CCP CAMPAIGNS: FOLLOWING SUMMARY INCLUDES ONLY THOSE CCP ACCOMPLISHMENTS THAT SIGNIFICANTLY EXCEED OR FALL SHORT OF TARGETS. TO FIGURES INCLUDE THOSE DEVELOPED BY CONGEN OSAKA. FIGURES REPRESENT CUMULATIVE TOTALS THROUGH SECOND QUARTER. THE LETTERS ARE KEYED TO THE CCP CAMPAIGNS.

A. RESOURCES FULLY OCCUPIED WITH USTC MICROWAVE COMPONENTS SHOW AND THUS UNABLE TO PROMOTE US MANUFACTURERS' PARTICIPATION IN JAPAN ELECTRONICS SHOW.

B. NOTHING TO REPORT (NR).

C. CALLS ON AGENTS/END-USERS FOR TC SHOW, 87. EMBASSY UNSUCCESSFUL IN ORGANIZING FBG TO CHICAGO POLLUTION SHOW DUE TO RECESSION.

D. NO NTB IDENTIFIED TO DATE.

E. TO'S DEVELOPED, 24; PERSONAL CALLS MADE, 25. FIELD TRIP TO SHIZUOKA (TOKYO A-11) RESULTED IN MORE CALLS THAN PLANNED THIS QUARTER.

F. TWO TO'S. GOJ LIBERALIZATION OF COMPUTER IMPORTS IN DECEMBER REMOVED MAJOR NTB COMPLAINT, I.E., TEST AND PRODUCTION EQUIPMENT INCORPORATING MICROCOMPUTES WAS SUBJECT TO QUOTA ALLOCATION.

G. TO'S AND LICENSING OPPORTUNITIES DROPPED AS TARGETS SINCE AVOINICS PURCHASES DETERMINED AT TIME OF ORIGINAL UNCLASSIFIED

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AIRCRAFT PURCHASE. BELIEVE IT WOULD BE MORE PRODUCTIVE TO USE RESOURCES FOR OTHER PROMOTION TECHNIQUES IN THIS OR OTHER CAMPAIGNS.

H. TO'S SUBMITTED, 257; 27 GOOD MARKET POTENTIAL PRODUCT CATEGORIES IDENTIFIED; 10 MINI-MARKET SURVEYS SUBMITTED; 12 IMPORTERS LISTS PREPARED; 80 PERSONAL CALLS; PRODUCT THEME RECOMMENDATION TARGET DROPPED FROM CAMPAIGN AS

MINI-MARKET SURVEYS SERVING SAME PURPOSE. COMMENT:  
JAPANESE INTEREST IN BICENTENNIAL MUCH GREATER THAN  
ANTICIPATED. NUMBER AGENTS VISITING EMBASSY AND MARKET  
INFORMATION DEVELOPED FROM THESE CONTACTS SIGNIFICANTLY  
ABOVE THAT PLANNED FOR.

I. TWO TO'S SUBMITTED; ONE LICENSING AGREEMENT  
DEVELOPED; 88 CALLS MADE.

J. UNSUCCESSFUL IN ORGANIZING FBG DUE TO RECESSION.

K. TWENTY TO'S SUBMITTED. UNSUCCESSFUL IN ORGANIZING  
FBG TO INTERNATIONAL BUILDING EXPOSITION, CHICAGO.

L. UNSUCCESSFUL IN ORGANIZING FBG TO HYDRAULIC AND  
PNEUMATIC SHOW.

M. NR.

N. CAMPAIGN DROPPED DUE TO CONTINUED JAPANESE RECESSION  
ADVERSELY AFFECTING CAPITAL INVESTMENTS IN DOMESTIC  
ELECTRIC POWER INDUSTRY.

O. PERSONAL CALLS, 16; 3 FBG SENT TO NATIONAL EXPOSITION

FOR FOOD PROCESSORS JANUARY 76.

P. NR.

Q. NR.  
HODGSON

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